

George Brown News

A newsletter for staff, faculty and alumni of George Brown College

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School of Design among best in world

The George Brown School of Design has been named one of the best design schools in the world by an expert panel assembled by BusinessWeek magazine.

The panel chose 60 schools that have an innovative approach that combines design with business or other disciplines such as engineering, and only two in Canada made the cut: George Brown and the University of Toronto's Rotman School of Management.

The panel put George Brown in very good company internationally: also on the list are the Royal College of Art in England, as well as Stanford University, the Pratt Institute, and Parsons New School of Design in the U.S.

"The emphasis that we have placed on design thinking, practice and culture and the creation of new programs that combine applied research, industry connections and real world projects has generated results that have been gaining international recognition for innovation in teaching and learning," says School of Design Director Luigi Ferrara.

Veteran George Brown Graphic Design professor Gilles Morin says the BusinessWeek recognition will help give our graduates an advantage in an intensively competitive job market.

"It would certainly give graduates an edge. Art Directors would take a second look."

The job market for design graduates in Toronto is competitive because design and advertising programs are also offered by Sheridan and Humber Institutes of Technology, York University, and the Ontario College of Art and Design, says Morin.

First year Graphic Design student Will Sawada thinks employers will be impressed by the BusinessWeek distinction. "It will make a difference that George Brown is considered one of the top schools."

BusinessWeek was impressed by the School of Design's post graduate program in design management and Institute without Boundaries, as well as its academic partnerships, business sponsorships, employer support, and distinguished graduates, naming Paul Rowan, co-founder of

(continued on page 2)



NUIT BLANCHE AT GEORGE BROWN: (Top photo) Dancers from George Brown's Commercial Dance program heated up a cool evening with an urban vibe as they performed choreographer Shameka Blake's "Broke as a Joke" on the St. James Pato as part of George Brown's first Nuit Blanche on Sept. 28. College singers, poets, dancers, and artists made the campus into an arts space as part of the all-night, city-wide arts festival. Dancers (from left) are Savannah Swift, Esie Mensah, Alicia Darling, Kayla Penney and Daniel Kabele. (Above) President Anne Sado (right) kicked off the evening with a cake cutting to celebrate George Brown's 40th Anniversary. The St. James patio was transformed into a performance space with a stage and seating.

School of Design among best in world

(continued from page 1)

Umbra, and Alex Wington, creative director of Oxygen Design.

This was the second annual BusinessWeek survey of the design schools. The magazine says the survey "highlights the growing role they play in supplying creative managers to corporate and nonprofit organizations".

"Our list includes joint programs among business, engineering, and design schools as well as revamped curricula within traditional design programs. The driving forces of innovation and globalization are pushing companies to revamp their managerial ranks and hire people with new skills. Surprised by the rise of consumer power, companies are seeking people who can connect with customer cultures online and overseas. And in an era of constant change, they want people who are comfortable with complexity and uncertainty. Schools that teach design thinking, with its emphasis on maximizing possibilities rather than managing for efficiency, are in high demand," it says.

The 60 schools were chosen by a panel of innovation consultants, design academics, and corporate executives who selected programs that have curriculums they respect and whose graduates they hire. Then they conducted interviews with professors, students, and alumni to narrow down their recommendations to a list of the top global 60.

BusinessWeek asked the panel to look for programs that combined design with business, engineering, or marketing, and treated this mixture as essential to their teaching.

Who made the cut? "Programs that enabled students to engage with the real world through sponsored projects and internships; that were tuned in to contemporary business issues, such as sustainability; and those whose graduates have proven themselves to be creative designers, strategists, and leaders," BusinessWeek says.

For more information go to:
www.businessweek.com.

Staff get theatre discount

Staff can now book tickets for any George Brown Theatre production and pay only \$10 per ticket – a 33 per cent discount. Staff simply have to identify themselves as staff when they call the Young Centre box office at 416-866-8666. The next production, *The Madwoman of Chailott*, runs from Nov. 7 to 17.



ATHLETIC ALUMNI 40th ANNIVERSARY HOMEcoming: Students and staff who have been involved with Athletics over the past four decades got together in early October to celebrate four decades of competition and fun. The weekend celebration included games and opportunities to catch up with friends – including a gala dinner dance above. College celebrations of the 40th anniversary continued on Oct. 20 with an alumni homecoming day at Casa Loma and St. James Campuses. The fun continues for all staff and students with a college-wide birthday party on Nov. 22. For more details go to insite.

College awarded for helping integrate immigrants into workforce

George Brown College has received a significant award recognizing its programs that help recent immigrants find work.

The Toronto Region Immigrant Employment Council (TRIEC), a not-for-profit organization supporting foreign-educated newcomers, awarded the college its Influencer Award at the 2007 Immigrant Success Awards in Toronto on Sept. 19.

President Anne Sado and Dean of International and Immigrant Education Lorraine Trotter accepted the award on behalf of the College.

"We are very honoured to have TRIEC choose George Brown College for this valuable award," said Sado. "In addition to the basic responsibility we have to help new Canadians find their way in our country, we also understand that immigrant integration is a key element to helping overcome the province's looming labour shortage."

George Brown has launched several programs to help integrate newcomers educated abroad into the Canadian workforce, including bridging programs in construction management for foreign-trained building experts, college teacher preparation for instructors educated

outside of the country, and training for career counselors. These programs also include internships, where internationally-trained professionals gain Canadian work experience.

Bridging programs introduced at George Brown, all funded by the Ontario Ministry of Citizenship and Immigration, have been successful in drawing on the skills of new Canadians and filling positions in industries experiencing labour shortages.

The College is also showing leadership through its own HR policies and through active roles in immigrant-related projects with the ACCC and the Ontario Colleges project, called Colleges Integrating Immigrants to Employment (CIITE).

TRIEC's Immigration Success Awards recognize innovative employers and outstanding individuals who have demonstrated leadership by bringing skilled immigrants into the workforce.

The Awards are funded by the Government of Canada's Foreign Credential Recognition Program and sponsored by RBC Financial Group. More information about the Immigrant Success Awards is available at www.is2007.ca.

United Way campaign sets sights on fun and \$140,000

George Brown is pulling out all the stops this year with a fun, full-featured and colourful United Way campaign that aims to raise a record \$140,000.

By Oct. 15 – just five weeks into the campaign – more than \$96,000 had already been raised to help the organization that funds more than 200 charitable organizations in the GTA.

More than 30 staff canvassers are currently spreading the word about the United Way among their colleagues – and this year there's a twist that makes that a bit more fun. The college has been divided into five teams identified by a colour, and every week someone from the team with the highest participation rate wins a prize. A final grand prize of a huge flat-panel TV will be drawn in December from among those in the winning team who have donated \$500 or more.

President Anne Sado kicked off the campaign in September with an announcement that George Brown was the first college to enjoy the ease of online giving, and encouraged staff to contribute to the organization that does so much for the community.

"In our 40th year, George Brown College intends to set a special example by expanding our community contributions beginning with a strengthening of our existing partnership with United Way," she said. "I hope you join me in becoming a 'champion of change' and help us make our 40th year the best United Way campaign ever!"

The campaign continues into November with a host of fabulous fundraising events and activities, including an arts and crafts sale at Casa Loma, and an online auction of goods and services.

This year George Brown's campaign cabinet is chaired by Marketing Vice President Karen Thomson. Caroline Williams of the Information Technology Department and Patricia Chorney-Rubin of the Early Childhood Department are Ambassador Co-chairs. Marjery Taylor from Business and Kim Vance from Student Affairs are Event co-chairs, while Cathie Pak and Erin Agnew handle Pledge Administration.

For more information about the campaign, including prize draws and upcoming events go to Insite.



GREAT EGG-SPECATIONS! A technology student proudly shows off the parachute-like apparatus that a team of his classmates hopes will safely allow an egg to survive a five-metre drop on Sept. 17. But the group project that created the unlikely looking contraption was more than an exercise in applied aerodynamics and impact absorption – it was designed by Student Success and Counselling staff to teach students how to work effectively in teams. 400 technology students in the "Get Crackin'" competition used scrap material to create their egg-droppers and then debriefed on the team work process – all part of a 6-hour module on team work and communications.

President calls on new Ontario government to create new skills development strategy

George Brown President Anne Sado called for Ontario to address the emerging skills shortage in the province by creating a new skills development strategy. The recommendation was made in a speech to the Canadian Federation of University Women (CFUW) in Oakville on Sept. 17.

"The province is approaching a critical shortage of skilled workers and the college network has never before seen the kind of stress on the system that it is currently facing," she said.

She noted that the skills shortage is being created by the wave of retirements sweeping the workforce, combined with the increasing lack of adequate investment in the College system to keep up with the growing demands of the workplace. This makes the rationale for

expanding the advanced applied education system in the province quite clear.

"Now, more than ever, we need Ontarians to understand the central role of Colleges as a primary supplier of well trained and well educated workers," she said.

"Educational institutions and colleges in particular, are finding themselves at a crucial turning point. Our key role as the bridge between employers and students puts us at the forefront of any comprehensive skills development strategy. We need a plan that can achieve the goal of building a sustainable, skilled workforce."

The full text of President Anne Sado's speech may be found on the College's website at www.georgebrown.ca.

\$7 million in Ontario funding goes to hospitality project

George Brown has been given \$7 million in Ontario capital funding that will be used for expansion of George Brown's hospitality training facilities. The money, from the Ontario Ministry of Training Colleges and Universities, is a significant boost for the \$20 million expansion project. The project will help expand the George Brown College Centre for Hospitality and Culinary Arts to fill the shortage of skilled workers in the Province's hospitality industry and provides a strong impetus for additional support for the campaign from the private sector.

President Anne Sado

As I've talked about several times this year, celebrating our past successes with the 40th anniversary needs to be counterbalanced with a clear eye on our future direction. There are many elements that are fundamental to ensuring we continue to progress: a clear vision and mission, a commitment to the core values of the College, continuous academic improvement and putting the best team in place to make it happen.

One essential factor that can sometimes be taken for granted is the presentation of a consistent visual identity to our students, prospective students and the general public. We need to clearly communicate who George Brown College is, what we stand for and why students should think of us first when it comes to choosing their post-secondary education.

I think it's honest to say that in past years we have not had consistency in this area and that we have been lacking a cohesive visual presence across the many touch points that these stakeholders have with us — whether it's in our advertising, on our calendars, on our promotional materials or even the hallways and exteriors of our campuses across the city.

I'm very excited to let you know that we are about to take a big step forward with a comprehensive new visual identity that will be consistent across all these elements and that we will keep in place for years to come. Karen Thomson and the Marketing department have gone through an extensive process developing and testing the new identity and students have told us in research that this is the right fit for us.

In essence, we're attempting to convey a bold, bright, professional appearance that expresses our 'dedication to achievement' in a spirit of sociability, friendliness, multiculturalism and urbanity.

You've seen pieces of it already in our refreshed logo with the stylized G, and in some of our latest publications like the new full-time calendar and post-graduate viewbook. But we are about to expand this look and feel across the college and into each of the Centres and Schools.

And this is where I'm looking for your support. The move to bring consistency across the College can't just emanate from the Marketing department. Every group develops materials that they use to communicate their benefits and initiatives.

It's important that each of us understands how to integrate it into our programs. So to make it easy, a 'tip sheet' of the new visual identity will be available in the coming month and an full inventory of templates will be available as this academic year comes to a close.

Let's make sure all materials we use for communication with our stakeholders leverage our identity. A different look and feel may mean people don't associate a particular event with the college — and that would be a lost opportunity.

You'll start seeing our new look in many places in the months ahead. The first materials reflecting the design include a new advertising campaign that has commenced in print, on billboards, on-line and in cinemas, and in all

our new publications, stationery and business cards. While winter months will delay full installation of a new exterior presence, the integration of high-impact exterior signage that clearly marks the GBC footprint in Toronto's landscape is also an important part of the plan.

Another place you'll see the integration of the new visual identity is right here in the next issue of George Brown News. As of next issue, it will have a bold new look that ties in with the many other communications vehicles around the College.

Join me in embracing these important improvements to the identity of the College. I'm confident this is an important development for GBC and I'm excited to see it starting to appear in everything we do.



AWARD-WINNING JEWELLERY TEACHER: Continuing Education jewellery teacher Reena Ahluwalia created this spectacular diamond necklace, titled 'Bel Canto - An Homage to Maria Callas', that took the center stage as the grand finale at the recent 2007 international diamond awards in Antwerp, Belgium. Ahluwalia has been working on design projects in Asia, Europe and North America and her work can also be found in private collections across Asia and Europe. She has won numerous national and international awards, including the coveted De Beers Diamonds-International Awards. Her work has also been featured in a fashion show by designer Alexander McQueen.

George Brown News is a publication of the Marketing and Communications Department, George Brown College at 200 King St. East, Room 542E, Toronto, ON M5T 2T9
Story ideas? Editor: Nell McGillivray
(416) 415-5000, ext. 2060 or nmcgilliv@georgebrown.ca
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